

# Kevin Fairbanks

## **SEO Strategist - Web Developer**

North Syracuse, NY 13212

[kevin@kevinfairbanks.com](mailto:kevin@kevinfairbanks.com)

+1 315 748 9747

Contracted Marketing and Development Professional with 25+ years in the Internet technology industry seeking remote assignment in PHP Programming, Search Engine Optimization (SEO) or project management.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

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### **Head of SEO**

Leafy Group - Chicago, IL

October 2021 to Present

Develop and implement an SEO strategy for multiple SaaS products in the NFT, Crypto, Pet Wellness, Healthcare and Cannabis industries. Consult with the development team to ensure optimal balance between search-friendly and user-friendly environment. Conduct and review technical audits to ensure compliance. Perform keyword research and develop a content topic strategy for continued organic growth across all channels.

### **SEO Strategist**

Rank Foundry - Syracuse, NY

January 2019 to Present

Manage the day to day operation of a digital marketing agency, helping small businesses rank on page 1 for their desired keywords.

### **Developer / SEO Strategist**

EarQ - Syracuse, NY

May 2017 to October 2020

Audit client websites for SEO improvement, develop SEO action plans and implement. Monitor and track website rankings with various search engines. Manage citations campaigns, launch and manage reputation management program. Develop in-house PHP applications for integration with various API's and reporting tools.

### **Website Developer / Digital Marketer**

PinkTie Technology Group - Syracuse, NY

January 2015 to December 2019

Website development, customer web-based application development, manage digital marketing campaigns (SEO, Social Media, PPC)

### **Director of Operations**

Oneida Web Development - Oneida, NY

March 2009 to January 2015

While at Oneida Web Development worked with clients to develop website to meet their needs while keeping within budget requirements. Use of technologies such as HTML, CSS, PHP, JavaScript, jQuery to name a few. Experience with Wordpress, Joomla, Zend, CodeIgniter, Yii, ExpressionEngine, CakePHP, Symfony, and Laravel.

## **CEO**

CNY Computer Repair - Syracuse, NY  
September 1997 to January 2015

Worked with small to medium sized businesses to offer a full scale IT Department solution comparable to one found at a fortune 500 company, with the exception of high costs.

## Education

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### **Entrepreneurship Bootcamp for Veterans (MBA) in Entrepreneurship**

Syracuse University - Syracuse, NY  
February 2016 to December 2016

### **Bachelor's in Management Information Systems**

Columbia College - Syracuse, NY  
May 2013 to August 2016

### **Bachelor's in Business Management**

Lemoyne College - Syracuse, NY  
June 2000 to May 2002

### **Some College in Electronic Principals**

Community College of the Air Force  
September 1993 to September 1997

## Skills

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- HTML
- PHP
- SEO
- Search Engine Optimization
- Laravel
- CSS
- Git
- APIs
- XML
- Application Development
- GitHub
- Agile
- SEO tools

- Keyword research
- Web Services
- Google Analytics
- Google Search Console
- Linkbuilding
- Keyword research
- Digital Marketing
- MySQL
- WordPress
- Web Development
- REST

## Links

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<https://github.com/KevinFairbanks>

<https://www.linkedin.com/in/kevinfairbanks/>

## Military Service

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**Branch: Air Force**

Service Country: United States

Rank: E4

February 1993 to September 1997

## Awards

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**2016 Marvin Malikow Leadership Award**

July 2016

On July 23rd at the Syracuse University Entrepreneurial Veterans Conference, Kevin Fairbanks Founder of PinkTie Technology Group received the 2016 Marvin Malikow Award for leadership. It was a great honor for PinkTie Tech to have Kevin be recognized with this top award among a group of 27 outstanding entrepreneur peers. The award ceremony was held at the completion of a rigorous entrepreneurship training boot camp at Syracuse University.

## Certifications and Licenses

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**3CX Certified Engineer**

February 2014 to Present

**Apple Certified Associate**

September 2012 to Present

**Dell Certified System Expert**

January 2008 to Present

### **Certified Surfer Expert**

January 2022 to Present

Achieved an 85% or higher on the Official Surfer Skills Test, a comprehensive exam which covers data-driven content strategy techniques, fundamental SEO knowledge, and a practical activation task within Surfer's Content Editor

## Assessments

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### **Work style: Reliability — Proficient**

September 2021

Tendency to be reliable, dependable, and act with integrity at work

Full results: [Proficient](#)

### **Social media — Proficient**

October 2021

Knowledge of popular social media platforms, features, and functions

Full results: [Proficient](#)

### **Teamwork: Interpersonal skills — Proficient**

August 2021

Responding to challenging team situations at work

Full results: [Proficient](#)

### **Software developer fit — Proficient**

October 2021

Measures the traits that are important for successful software developers

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Groups

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### **Fayetteville Fire Department**

April 1999 to July 2001

Volunteer Firefighter and EMS driver

### **Groton Fire Department**

July 2001 to September 2003

Volunteer Firefighter

### **Moravia Firefighter**

September 2003 to August 2008

Volunteer Firefighter and EMS driver

**The Greater Cicero Chamber of Commerce**

January 2017 to December 2017

Member Board of Directors

**Plank Road Chamber of Commerce**

May 2017 to April 2018

Member Board of Directors

**Veterati**

November 2016 to Present

Business and Marketing Mentor

**The Baldwin Fund**

April 2019 to September 2023

Growth Marketing Advisor